ORDER



KLAS

Order / Rev: 36392 Alt Order #: 08821729 Product Desc: ISSUE

2600 Estimate:

Flight Dates: 09/21/12 - 09/27/12 Original Date / Rev: 06/27/12 / 09/05/12

Order Type: **GENERAL**

National Media Inc

Name: **Buying Contact:** Billing Contact:

> 815 Slaters Lane Alexandria, VA 22314

Name: NRCC

Demographic: A35+ Product Codes: PO4 LV1 Priority:

Revenue Codes: AGY, POL, ISS Primary AE: Mike Jones

Billing Type:

Billing Cycle:

Agency Commission:

Agency External ID:

Sales Office: K-WAS Sales Region:

National

Cash

Billing Calendar: Broadcast EOM/EOC

11/29/08 New Business Thru:

15%

Order Separation: 00:10:00 Advertiser External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 09/27/12 25 \$41,300.00 \$35,105.00 08/27/12

| Totals | | | | | | | | | |
|----------------|---------|--------------|-------------|--------|--|--|--|--|--|
| Month | # Spots | Gross Amount | Net Amount | Rating | | | | | |
| September 2012 | 25 | \$41,300.00 | \$35,105.00 | 0.00 | | | | | |
| Totals | 25 | \$41,300,00 | \$35,105,00 | 0.00 | | | | | |

Account Executives

Orders

Agency

Advertiser

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Mike lones | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|--------------|
| KLAS | 30% | \$41,300.00 |
| Market | 100% | \$137,666.67 |

| Competitive Share | Share | Total | | | | | |
|-------------------|-------|-------------|--|--|--|--|--|
| CABLE | 0% | \$0.00 | | | | | |
| KBLR | 0% | \$0.00 | | | | | |
| KFBT | 0% | \$0.00 | | | | | |
| KINC | 0% | \$0.00 | | | | | |
| KTNV | 25% | \$34,416.67 | | | | | |
| KTUD | 0% | \$0.00 | | | | | |
| KVBC | 0% | \$0.00 | | | | | |
| KVVU | 5% | \$6,883.33 | | | | | |
| KVWB | 0% | \$0.00 | | | | | |
| LV1 | 0% | \$0.00 | | | | | |
| UNKWN | 0% | \$0.00 | | | | | |

| Ln Ch | Start | End | Inventory Code | Break | Start/End | Time Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
|-----------|----------|----------|--|----------|-------------|-----------|--------|-----|-------------|----------|-------|------------|
| E 1 8 | 09/21/12 | 09/21/12 | 8 News Now 6a M-F 8 News Now 6a M-F | CM | 6-7a | F | :30 | 1 | \$900.00LV1 | 0.00 NM | 1 | \$900.00 |
| NEWS | | | | | | | | | | | | |
| Sta | rt Date | End Date | Weekdays Sp | ots/Week | <u>Rate</u> | Rating | | | | | | |
| Week: 09/ | 17/12 | 09/23/12 | F | 1 | \$900.00 | 0.00 | | | | | | |
| E 2 8 | 09/24/12 | 09/27/12 | 8 News Now 6a M-F 8 News Now 6a M-F | CM | 6-7a | MTWT | :30 | 3 | \$900.00LV1 | 0.00 NM | 3 | \$2,700.00 |

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KLAS

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36392

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08821729

Product Desc:

ISSUE

Flight Dates:

09/21/12 - 09/27/12

Estimate:

2600

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 MTWT---\$900.00 0.00 E 3 8 09/23/12 09/23/12 8 News Now Sun AM #CM 8 News Now Sun A----S :30 \$400.00LV1 0.00 NM \$400.00 8 News Now Sun AM #1 **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 -----\$400.00 0.00 09/23/12 09/23/12 \$1,500.00 CBS News Sunday Morr@M CBS Sunday Morni----S :30 1 \$1,500.00LV1 0.00 NM E 4 8 **CBS News Sunday Morning SUNDAY MORNING End Date** Spots/Week Rating Start Date Weekdays Rate Week: 09/17/12 09/23/12 ----s \$1,500.00 0.00 09/22/12 09/22/12 Sat 4-5p Whacked SportSM 4-430p ----S-:30 \$300.00LV1 0.00 NM 1 \$300.00 Whacked Out Sports **ELECTRIC PLAYGROUND Start Date End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 ----S-\$300.00 0.00 **Weekdays** Start/End Time **Length** Ch Date Range **Description** Rate Rtg Type Spot (\$300.00) 0.00 NM 8 09/17/12-09/23/12 Sat 4-5p Whacked Sports 4-430p ----sa-:30 1 :30 \$300.00 0.00 NM 8 09/17/12-09/23/12 Sat 4-5p Whacked Sports 4-430p -----Sa--MG for 6.1 09/22 E 7 8 09/21/12 09/21/12 8 News Now 5-630p M-FCM 5-630p ----F--:30 \$1,300.00LV1 0.00 NM \$1,300.00 8 News Now 5-630p M-F **NEWS** Start Date **End Date** Spots/Week Rating Weekdavs Rate ----F--0.00 Week: 09/17/12 09/23/12 1 \$1,300.00 4 \$1,300.00LV1 \$5,200.00 09/24/12 09/27/12 8 News Now 5-630p M-FCM MTWT---:30 0.00 NM E 8 8 5-630p 8 News Now 5-630p M-F **NEWS Start Date End Date Weekdays** Spots/Week Rate Rating Week: 09/24/12 09/30/12 MTWT---4 \$1,300.00 0.00 E 9 8 09/21/12 09/21/12 8 News Now 5-630p M-FCM 5-630p ----F--:30 1 \$1,300.00LV1 0.00 NM \$1,300.00 8 News Now 5-630p M-F **NEWS Start Date End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 ----F--\$1,300.00 0.00 ----s-09/22/12 09/22/12 8 News Now Sat 5-7p CM :30 \$700.00LV1 0.00 NM 2 \$1,400.00 8 News Now Sat 5-7p **NEWS** Start Date **End Date** Spots/Week Rate Rating **Weekdays** Week: 09/17/12 09/23/12 ----5-\$700.00 0.00 ----s 09/23/12 09/23/12 8 News Now Sun 5-7p CM 5-7p :30 1 \$1,200.00LV1 0.00 NM \$1,200.00 E 12 8 8 News Now Sun 5-7p **NEWS** Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 09/17/12 09/23/12 1 \$1,200.00 0.00**Spot** Ch Date Range **Description** Start/End Time **Weekdays Length** Rate Rtg Type 8 09/17/12-09/23/12 8 News Now Sun 5-7p 5-7p ----Su :30(\$1,200.00) 0.00 NM See MG 12.2 8 09/23/12-09/23/12 8 News Now Sun 5-7p 430-5p, 630-7p ----Su :30 \$1,200.00 0.00 NM MG for 12.1 09/23 ---F--:30 1 \$1,200.00LV1 \$1,200.00 E 13 09/21/12 09/21/12 630-7p Inside Edition 630-7p 0.00 NM 8 Inside Edition INSIDE EDITION Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 \$1 ,200.00 0.00 8 09/24/12 09/27/12 630-7p Inside Edition CM 630-7p MTWT---:30 \$1,200.00LV1 0.00 NM \$4.800.00 E 14 Inside Edition INSIDE EDITION

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2600

| Ln | Ch | Start | End | Inventory Code | Break | Start/End | Time Days | Len | Spots | Rate Pri | Rtg Type | Spots | Amount |
|------|-------|-----------------------------|------------|---------------------------------------|----------|---------------|-----------|----------------|-------|---------------------------|------------|-------|---------------------|
| E 14 | 8 | 09/24/12 | 09/27/12 | 630-7p Inside Edition | CM | 630-7p | MTWT | :30 | 4 | \$1,200.00LV1 | 0.00 NM | 4 | \$4,800.00 |
| | NOI | DE EDITION | | Inside Edition | | | | | | | • | | |
| 1 | | | End Date | Weekdays Spo | ts/Week | Rate | Rating | | | | | | |
| ۱۸/۵ | _ | 09/24/12 | 09/30/12 | MTWT | | \$1,200.00 | 0.00 | | | | | | |
| E 16 | 8 | | 09/27/12 | Thu 8-9p | CM | 8-9p | T | - :30 | 1 | \$15,000.00LV1 | 0.00 NM | 1 | \$15,000.00 |
| L 10 | Ü | 03/2//12 | . 03/2///2 | Big Bang / 2 1/2 Men | OW | 0- 0 p | • | .00 | • | \$10,000.00E\$1 | 0.00 11 | | \$ 10,000.00 |
| E | SIG E | BANG/2.5 M | EN | Dig Guing / E in E inion | | | | | | | | | |
| | 9 | Start Date | End Date | Weekdays Spo | ts/Week | Rate | Rating | | | | | | |
| We | ek: (| 09/24/12 | 09/30/12 | T | 1: | \$15,000.00 | 0.00 | | | | | | |
| E 17 | 8 | 09/24/12 | 09/27/12 | 8 News Now 11p M-F | CM | 11-1135p | MTWT | - :30 | 2 | \$1,900.00LV1 | 0.00 NM | 2 | \$3,800.00 |
| | | | | 8 News Now 11p M-F | | | | • | | | | | |
| 1 | NEW | _ | | | | | | | | | | | |
| | - | Start Date | End Date | | ts/Week | Rate | Rating | | | | | | |
| | | 09/24/12 | 09/30/12 | MTWT | | \$1,900.00 | 0.00 | .00 | | 2222 2211/4 | 0.00.104 | | 2200 00 |
| N 18 | 8 | 09/22/12 | 2 09/22/12 | Sat 430-5p InsiderWee Insider Weekend | ekem | 430-5p | S- | - :30 | 1 | \$300.00 LV1 | 0.00 NM | 1 | \$300.00 |
| | 9 | Start Date | End Date | Weekdays Spo | ts/Week | <u>Rate</u> | Rating | | | | | | |
| We | ek: (| 09/17/12 | 09/23/12 | S- | 1 | \$300.00 | 0.00 | | | | | | |
| Spot | . ! | <u>Ch</u> <u>Date Rar</u> | | escription | , | /End Time | | <u>Weekday</u> | | | | | |
| 1 | | | | at 430-5p InsiderWeek | end 430- | 5p | | | ia | :30 (\$300.00) | 0.00 NM | | |
| | | See MG 18.2 | ~ | ing due Feetbell (DA)1 | | | | | | | | | |
| _ | • | • | | ring due Football (DA)] | 0204 | a-12n | | | a | :30 \$300.00 | 0.00 NM | | |
| 2 | _ | 8 09/22/12 1 MG for 18.1 | | CC Football | 9308 | 1- Zil | | | ,a | .50 \$300.00 | U.UU INIVI | | |
| | - | Program PE | | othaill | | | | | | | | | |
| | = | , iogianii L | | | . 544 | | | | ***** | _ | | | |
| | | | | | | | | | | | Totals | 25 | \$41,300.00 |